



# **PLANNING COMMISSION AGENDA REPORT**

MEETING DATE: NOVEMBER 28, 2005

*U.3.*

ITEM NUMBER:

SUBJECT: PLANNING APPLICATION PA-05-37  
2790 HARBOR BOULEVARD, SUITES 101 AND 102

DATE: NOVEMBER 17, 2005

FOR FURTHER INFORMATION CONTACT: WENDY SHIH, ASSOCIATE PLANNER (714) 754-5136

## **PROJECT DESCRIPTION**

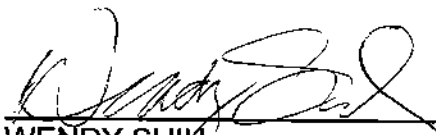
The applicant is requesting approval of a conditional use permit (CUP) to establish a liquor store within a 1,100 square foot suite, and adoption of a finding of public convenience or necessity to allow the sale of alcoholic beverages.

## **APPLICANT**

Fadia Ghobry is representing the property owner, May Lee Tong of Tri-Harmony Properties, LLC.

## **RECOMMENDATION**

Deny by adoption of Planning Commission resolution.

  
WENDY SHIH  
Associate Planner

  
R. MICHAEL ROBINSON, AICP  
Asst. Development Services Director

## **BACKGROUND**

The subject property is located on the southeast corner of Adams Avenue and Harbor Boulevard. It contains an approximately 27,600 square-foot, three-story commercial building. The applicant proposes to transfer an existing type 21 (off-sale general) ABC license from 2330 Harbor Boulevard (formerly Harbor Market Beer and Wine) to an approximately 1,100 square-foot suite in the subject building for a "specialty liquor store" selling imported beer and wine, after dinner liquors, gourmet food items, crystal/glassware, gift sets, locally baked French bread, and related items.

The application was continued from the November 14, 2005, Planning Commission meeting because the applicant wanted to revise their proposal as a high-end specialty retail store (Crystal Champagne Connoisseur) to distinguish it from a traditional liquor store. The applicant's proposal and product presentation is attached.

A finding of public convenience or necessity is required for the sale of alcoholic beverages for off-site consumption because the census tract in which the property is located exceeds the ratio of off-sale licenses to population as determined by the State.

## **DISCUSSION**

It is staff's opinion that the proposed "specialty liquor store" is not a compatible use at the subject location and is not comparable to other specialty liquor stores approved by Planning Commission in the past year (WineStyles, a 1,600 square-foot wine boutique at 270 East 17<sup>th</sup> Street and Beverages and More, an 11,000 square-foot store offering a wide variety of beers, wines, liquors, and related food and accessories at 1835 Newport Boulevard). Although WineStyles is only 500 sq.ft. larger than the proposed business, its focus is only wine and wine accessories, and the business offers a larger variety than normal of these items. Beverages and More is ten times larger and it sells 600 brands of beer, 3,000 brands of wine, 1,200 brands of spirits, 600 gourmet food items, and related accessories. It is staff's opinion that the relatively small size of the proposed suite will limit the amount and variety of the various "specialty" items the applicant proposes to offer and that the size lends itself to a more traditional liquor store. If the CUP is approved, staff is concerned that it would be difficult to monitor any evolution from a specialty store to a more traditional liquor store.

According to ABC (State Department of Alcoholic Beverage Control), the property is located in a census tract that already has an undue concentration off-sale licenses. Business and Professions Code Section 23958.4 defines "undue concentration" as being an area where there is high crime, and/or the ratio of the number of ABC licenses to population within the census tract exceeds the countywide ratio. The census tract already has 6 off-sale licenses (4 are allowed), and the property is in a high crime area that exceeds the City-wide average crime rate by 44 percent. In 2001, Assembly Bill No. 624 was passed to allow ABC take into account adjacent crime reporting districts if the applicant's premises for any off-sale beer and wine license is located within 100 feet of the boundaries of any adjacent crime reporting district which is applicable to this site. The

adjoining police reporting district also exceeds the City-wide average crime rate by 190 percent.

The following charts list the existing off-sale alcohol licenses within the same census tract, and in adjoining tracts. A census tract map is attached for reference.

| Census Tract No. 639.020 – Location of subject site<br>(Bounded by Merrimac Way, Gisler Avenue, Harbor Boulevard, and Fairview Road) |                                  |
|--|----------------------------------|
| <b>Liquor/Convenience stores &lt; 10,000 square feet</b>   |                                  |
| 2750 Harbor Boulevard, #A6 (Type 20)   | Calentino's                      |
| 2989 Fairview Road (Type 21)   | Mr. Bucks Liquor                 |
| 3006 Harbor Boulevard (Type 20)  | Mobil gasoline service station   |
| 3190 Harbor Boulevard (Type 20)  | Chevron gasoline service station |
| <b>Retail stores &gt; 10,000 square feet</b>   |                                  |
| 3030 Harbor Boulevard, A (Type 20)   | Target                           |
| 3030 Harbor Boulevard, D (Type 21)   | Henry's Market                   |
| <b>Total off-sale licenses</b>   | <b>4 allowed; 6 existing</b>     |

| Census Tract No. 638.020 – Adjoining tract to the northwest across Harbor Blvd.<br>(Bounded by Harbor Boulevard, Adams Avenue, Mesa Verde Drive, and Baker Street) |                              |
|--|------------------------------|
| <b>Liquor/Convenience stores &lt; 10,000 square feet</b>   |                              |
| 1520 Baker Street (Type 21)  | Geranium                     |
| 1548 Adams Avenue, A (Type 21)   | Party Time Liquor            |
| <b>Retail stores &gt; 10,000 square feet</b>   |                              |
| 2975 Harbor Boulevard (Type 21)  | Marukai                      |
| <b>Total off-sale licenses</b>   | <b>2 allowed; 3 existing</b> |

| Census Tract No. 638.070 – Adjoining tract to the southwest across Harbor Blvd.<br>(Bounded by Harbor Boulevard, Adams Avenue, Joann Street, and Placentia Avenue) |                              |
|--|------------------------------|
| <b>Liquor/Convenience stores &lt; 10,000 square feet</b>   |                              |
| 2683 Harbor Boulevard (Type 20)  | 7 Eleven                     |
| 1525 Mesa Verde Drive East, 127-129 (Type 21)  | Cheers Liquor                |
| <b>Retail stores &gt; 10,000 square feet</b>   |                              |
| 2701 Harbor Boulevard, B (Type 21)   | Vons                         |
| 2701 Harbor Boulevard, F (Type 21)   | Sav-On                       |
| <b>Total off-sale licenses</b>   | <b>3 allowed; 4 existing</b> |

Although the applicant proposes to transfer an existing off-sale license from an adjoining census tract, it would further increase the number of off-sale licenses in the census tract where the subject property is located. Additionally, since the subject and other properties in the vicinity are all areas of undue concentration for off-sale licenses, it is staff's opinion that a finding for public convenience or necessity cannot be made for the proposed liquor store.

Per Business and Professional Code Section 23789, ABC is authorized to refuse the issuance of any retail license for premises located within 600 feet of schools. The Orange County Department of Education (OCDE) occupies space in the adjacent property, within 600 feet of the proposed retail location. OCDE offers educational programs to high school children and teachers have recently expressed concerns regarding the proposed use to the ABC investigator. As a result, staff is recommending denial of the application.

Staff also received letters opposing the proposed liquor store, which includes a petition from neighborhood residents. The letters are attached for your reference.

### **ALTERNATIVES**

The Planning Commission may consider the following alternatives:

1. Deny the application, which would prohibit the liquor store from occupying the suite.
2. Approve the CUP for a liquor store and adopt a finding for public convenience or necessity, subject to requiring transfer of an ABC license from inside the City as proposed by the applicant.

### **CONCLUSION**

Since there are several liquor stores and other retailers that sell alcoholic beverages for off-site consumption in proximity to the subject site, and the property is located in an area of undue concentration, it is staff's opinion that the CUP cannot be supported and a finding for public convenience or necessity cannot be made for the proposed liquor store. The proposed business is not comparable to other recently approved specialty retail stores like Beverages & More and WineStyles. It is staff's opinion that the small size of the suite could it lend itself to a more traditional liquor store.

Attachments:      Draft Planning Commission Resolution  
                          Exhibit "A" – Findings  
                          Exhibit "B" – Conditions of Approval  
                          Applicant's Project Description and Justification  
                          Location Maps  
                          Census Tracts Map  
                          High Crime Areas Map  
                          Plans  
                          Correspondence

cc:     Deputy City Manager - Dev. Svs. Director  
          Sr. Deputy City Attorney  
          City Engineer  
          Fire Protection Analyst  
          Staff (4)  
          File (2)

Fadia Ghobry  
19631 Phoenix Lane  
Huntington Beach, CA 92646

May Lee Tong  
Tri-Harmony Properties, LLC  
2790 Harbor Blvd., #300  
Costa Mesa, CA 92626

|                    |              |                 |
|--------------------|--------------|-----------------|
| File: 112805PA0537 | Date: 111505 | Time: 4:30 p.m. |
|--------------------|--------------|-----------------|

**RESOLUTION NO. PC-05-**

**A RESOLUTION OF THE PLANNING COMMISSION OF THE  
CITY OF COSTA MESA DENYING PLANNING APPLICATION  
PA-05-37**

THE PLANNING COMMISSION OF THE CITY OF COSTA MESA HEREBY  
RESOLVES AS FOLLOWS:

WHEREAS, an application was filed by Fadia Ghobry for May Lee Tong of Tri-Harmony Properties, LLC, owner of real property located at 2790 Harbor Boulevard, Suites 101 and 102, requesting approval of a conditional use permit to establish a liquor store and adoption of a public convenience or necessity finding to allow the sale of alcohol in the C1 zone; and

WHEREAS, a duly noticed public hearing was held by the Planning Commission on November 14, 2005, and continued to November 28, 2005.

BE IT RESOLVED that, based on the evidence in the record and the findings contained in Exhibit "A," the Planning Commission hereby **DENIES** Planning Application PA-05-37 with respect to the property described above.

**PASSED AND ADOPTED this 28<sup>th</sup> day of November, 2005.**

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Bill Perkins, Chair  
Costa Mesa Planning Commission

STATE OF CALIFORNIA   )  
  )ss  
COUNTY OF ORANGE    )

I, R. Michael Robinson, secretary to the Planning Commission of the City of Costa Mesa, do hereby certify that the foregoing Resolution was passed and adopted at a meeting of the City of Costa Mesa Planning Commission held on November 28, 2005, by the following votes:

AYES:       COMMISSIONERS  
NOES:       COMMISSIONERS  
ABSENT:     COMMISSIONERS  
ABSTAIN:    COMMISSIONERS

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Secretary, Costa Mesa  
Planning Commission

**EXHIBIT "A"****FINDINGS**

- A. The information presented does not comply with Costa Mesa Municipal Code Section 13-29(g)(2) in that the proposed use is not compatible with developments in the same general area. Granting the conditional use permit will be detrimental to the health, safety and general welfare of the public or other properties or improvements within the immediate vicinity. Specifically, the property is located in an area where there is high crime and the ratio of the number of ABC licenses to population within the census tract exceeds the countywide ratio. There are several existing liquor stores and places that sell alcohol for off-site consumption in the area and the adjoining crime-reporting district to the north is a high crime area. The relatively small size of the proposed suite will limit the amount and variety of the various "specialty" items the applicant proposes to offer and that the size lends itself to a more traditional liquor store. The proposed business is not comparable to other recently approved specialty retail stores like Beverages & More, which has a large floor area to accommodate a variety of specialty items, and WineStyles, which sells wine and wine accessories only. Granting the conditional use permit will allow a use, density or intensity which is not in accordance with the general plan designation for the property.
- B. The proposed project does not comply with Costa Mesa Municipal Code Section 13-29 (e) because:
  - a. The proposed use is not compatible and harmonious with uses both on-site as well as those on surrounding properties.
  - b. The project is not consistent with the General Plan.
  - c. The planning application is for a project-specific case and does not establish a precedent for future development.
- D. The project has been reviewed for compliance with the California Environmental Quality Act (CEQA), the CEQA Guidelines, and the City environmental procedures, and has been found to be exempt from CEQA.
- E. The project is exempt from Chapter XII, Article 3 Transportation System Management, of Title 13 of the Costa Mesa Municipal Code.



**EXHIBIT "B"****CONDITIONS OF APPROVAL (If project is approved)**

- Plng.
1. Prior to alcohol sales at this location, the applicant shall purchase and transfer an existing Alcoholic Beverage Control license from a location within the City limits of Costa Mesa.
  2. Hours of operation shall be limited to the hours between 9 a.m. to 10 p.m. daily.
  3. The use shall be limited to the type of operation described in the staff report and applicant's project description and product presentation, i.e., a high-end specialty retailer selling beer, wine, spirits, gourmet food, and related items. No sales of items related to a convenience or liquor store such as milk, medicine, newspapers, magazines, lottery tickets, etc. shall be permitted. Any change in the operational characteristics including, but not limited to, hours of operation and nature and variety of products sold, shall require approval of an amendment to the conditional use permit, subject to Planning Commission approval.
  4. No wine shall be sold with an alcoholic content of greater than 15% of volume except for "dinner wines" which have been aged two years or more and maintained in corked bottles.
  5. Wine shall not be sold in bottles or containers smaller than 750 milliliters.
  6. No sale of beer in single cans or bottles (any size) shall be permitted. This restriction is not intended to prohibit the sale of such beverages in kegs or other types of containers, with a volume of 2 or more gallons, which are clearly designed to dispense multiple servings.
  7. Beer, malt beverages, wine coolers or pre-mixed distilled spirit cocktails packed in 16-ounce containers or smaller, may not be sold as single containers, but must be sold in manufacturer prep-packaged multi-unit quantities.
  8. Beer or wine shall not be displayed or sold from an ice tub or any other type of portable refrigerated unit.
  9. Applicant shall post signs inside and outside the premises prohibiting the on-site consumption of alcoholic beverages and loitering.
  10. Applicant shall post signs inside and outside the premises in compliance with the City of Costa Mesa Municipal Code notifying the public with regard to the prohibition of open containers of alcohol beverages.
  11. Every 2 hours, from 4:00 p.m. to closing, the applicant shall patrol the area over which the applicant has control in an effort to prevent the loitering of persons about the premises. The applicant shall make reasonable efforts to prevent loitering during other hours the business is open.
  12. Except as permitted by the City of Costa Mesa Municipal Code for temporary window signs, windows shall not be blocked or obscured.
  13. Exterior advertising, including temporary window signage, shall comply with all the City's sign regulations. Exterior signage indicating the availability of alcoholic beverages is limited to the name of the business, e.g., South

Coast Liquor Store. Additional exterior advertisements promoting or indicating the availability of alcoholic beverages are prohibited. Interior displays of alcoholic beverages or signs which are clearly visible from the exterior at the closest public street or sidewalk, shall constitute a violation of this condition.

14. The applicant shall maintain free of litter all areas of the premises under which applicant has control.
15. The conditional use permit herein approved shall be valid until revoked, but shall expire upon discontinuance of the activity authorized hereby for a period of 180 days or more. The conditional use permit may be referred to the Planning Commission for modification or revocation at any time if the conditions of approval have not been complied with, if the use is being operated in violation of applicable laws or ordinances, or if, in the opinion of the development services director or his designee, any of the findings upon which the approval was based are no longer applicable.
16. A copy of the conditions of approval for the conditional use permit must be kept on premises and presented to any authorized City official upon request. New business/property owners shall be notified of conditions of approval upon transfer of business or ownership of land.

**PLANNING DIVISION - CITY OF COSTA MESA**  
**DESCRIPTION/JUSTIFICATION**

Application #: PA-05-37

Environmental Determination:

Address: 2790 HARBOR BLVD #101, 102 COSTA MESA, CA 92626

1. Fully describe your request:

*See attached*

2. Justification

*the project*

A. For a Conditional Use Permit or Minor Conditional Use Permit: Describe how the proposed use is substantially compatible with ~~uses permitted~~ in the same general area and how the proposed use would not be materially detrimental to other properties in the same area.

*"Public Convenience or Necessity"*

B. For a Variance or Administrative Adjustment: Describe the property's special circumstances, including size, shape, topography, location or surroundings that deprive the property of privileges enjoyed by other properties in the vicinity under the identical zoning classification due to strict application of the Zoning Code.

3. This project is: (check where appropriate)

*N/A*

☐ In a flood zone.

☐ Subject to future street widening.

☐ In the Redevelopment Area.

☐ In a Specific Plan Area.

4. I have reviewed the HAZARDOUS WASTE AND SUBSTANCES SITES LIST published by the office of Planning and Research and reproduced on the rear of this page and have determined that the project:

☐ Is not included in the publication indicated above.

☐ Is included in the publication indicated above.

Signature

Date

March '96

11

*8/22/05*

## The Purpose of Opening a Specialty Liquor Store:

### Convenience and Necessity

We desire to open a specialty liquor store for the purpose of convenience and necessity. If granted, we are planning to sell special and uniquely designed bottles (not easily found elsewhere), and other related items such as glassware, wine and wine accessories, and similar items that are hard to find.

Concerning the fact that the store's location is considered to be on the border of a high crime area, we have figured out a solution to that problem: Whereas other liquor stores would sell forty ounce malt liquor, we would not sell that. Also, most days, we plan to operate our store hours in conjunction with the surrounding retail businesses within the center.

On May 9, 2005, the planning commission approved for a conditional use permit for a store at: 1835 Newport Blvd #B 129 in the middle of a high crime area. We are planning to open a location on the border of a *considered* high crime area.

In addition, the experienced businessman who is going to manage the store has had many years experience, not only in retail but also in liquor and liquor stores. He maintains an excellent reputation with the city of Costa Mesa, his customers, and fellow associates. He has also managed another liquor store in the city of Costa Mesa (Liquor 21) and has never received a single violation.

With that said, we already have the certificate from ABC and the Costa Mesa Police Department. The number of ABC licenses-to-population (within the census tract) does not exceed the countywide ratio of the number of ABC licenses-to-population that exists

for that area in which the proposed use is going to be located. The number of on-and-off sale licenses within the census tract is 639.020. The subject property is as follows:

|                                    | <b>Off-Sale</b> | <b>On-Sale</b> |
|------------------------------------|-----------------|----------------|
| <b>Number of Licenses Allowed</b>  | 4               | 8              |
| <b>Number of Existing Licenses</b> | 6               | 9              |

Since 1994, no off-sales (liquor) licenses had opened in this track. Also, there aren't any liquor stores (off-sale) from Newport Blvd. all the way down Harbor Blvd. to the city of Fountain Valley on our store's side. This gives us an excellent opportunity to think about opening this business, which will not only serve and save people time but also the effort of having to drive around, with gas prices so expensive, to find what they need. Also, I think, since it is a specialty liquor store, it is a matter of public convenience.

The most important issue yet is that the transfer is acquired and established inside the city and was at the same track (License Number 417378). Either the track or the citywide number of ABC licenses will not increase (it's being relocated). And since the city of Costa Mesa is always trying to provide its citizens with an easy and prosperous life full of comfort and choices, so then do we wish to approve the conditional permit for the benefit of the city and its citizens without any resulting adverse impact on the surrounding community.

We are always willing and ready to accept and understand your comments, concerns, changes, and opinions. Thank you, and God bless America!

**STATE OF CALIFORNIA  
DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL  
ALCOHOLIC BEVERAGE LICENSE**

OFF-SALE GENERAL

**VALID FROM**

**EXPIRES**

SEP 09, 2004

TASHMAN MAHERE RADI  
DBA: HARBOR BEER & WINE MARKET  
2330 HARBOR BLVD  
COSTA MESA, CA 92626

JUL 31, 2005

**TYPE NUMBER DUP**

DPR  
TFR - 21-414838

21 417378

AREA CODE

3004 11

BUSINESS ADDRESS  
(IF DIFFERENT)

OWNERS:

TASHMAN MAHERE RADI

Conditions



**IMPORTANT INFORMATION**

**EFFECTIVE PERIOD** This license is effective only for the operating period shown above. A new license will be sent to you within 30 days of the expiration date on your license if payment is timely.

**POSTING** Cover this license with glass or other transparent material and post it on premises in a conspicuous place.

**RENEWAL NOTICES** Renewal notices are sent to premises address unless a specific mailing address is requested. If a notice is not received 30 days before expiration date shown above, contact the nearest ABC office. To assure receipt of notices, advise your local ABC office of any change in address.

**RENEWAL DATES** It is the licensee's responsibility to pay the required renewal fee by the expiration date shown above. A penalty is charged for late renewal and the license can be automatically revoked for failure to pay.

**SEASONAL LICENSES** It is the licensee's responsibility to pay the required renewal fee prior to the next operating period.

**CONDITIONS** A copy of all applicable conditions must be kept on premises.

**LICENSEE NAME** Only 10 names will be printed on each license. If there are more names associated with the license, they will be indicated by "AND XX OTHERS". All names are on file and available upon request from your local ABC office.

**DBA** If you change your business name please notify your local ABC office.

If you have any questions regarding this license, contact your local ABC office.

**NOTE: CONTACT YOUR LOCAL ABC OFFICE IF YOUR LICENSED PREMISES WILL BE TEMPORARILY CLOSED FOR MORE THAN 15 DAYS OR WILL BE PERMANENTLY CLOSED.**

*14*

## DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL

Date: 01/04/05Dahabreh Wael Nahar

(Licensee)

1601 Newport Ave.,

(Address)


Costa Mesa, CA 92627Re: License #390924Dear Dahabreh Wael Nahar,

(Licensee)

On 12/29/04, the Department of Alcoholic Beverage Control conducted a minor decoy  
(date) (Police Department/Department of A.B.C.)

operation at various licensed establishments in your city. A decoy, under the age of 21, was sent into your establishment in an attempt to purchase alcoholic beverages. Your business was successful in preventing this activity. Thank you for a job well done.

Sincerely,

  
\_\_\_\_\_  
District Administrator*Distribution:*

White X mailed to licensee; or \_\_\_\_\_ left copy at premises. Pink to file. Canary to PD.

# THE CRYSTAL CHAMPAGNE CONNOISSEUR

## PRODUCT PRESENTATION

The Crystal Champagne Connoisseur is a high-end specialty retailer selling gourmet food items, crystal and glassware, imported beer and wine, high-end imported after dinner liqueurs. The following is a partial list of some of the fine products to be offered at The Crystal Champagne Connoisseur.

### Crystal ware

- Crystal vases
- Crystal bud vases
- Crystal candle ware items
- Crystal champagne ice buckets
- Crystal bottle tops
- Crystal carafes imported crystal cordial glass sets
- Imported crystal decanters

### Glass ware

- Brandy snifters
- Champagne glasses
- Champagne flutes
- Hand made custom blown glass carafes
- Fused glass art items

### Connoisseur gift sets

- Bride and groom collectibles
- Bride and groom cake toppers (Crystal and porcelain)
- Table top gift ware



### **Types of fine wines offered at Crystal Champagne Connoisseur**

Fine champagnes, Pinot Noirs, elegant Chardonnays, dry Bordeaux and Rhones, and finally the expressive Pinot Grigio and Savignon Blancs.

Our Champagnes being offered will include Dom Perignon, Perrier-Jouet, Pol Roger, Roeder Cristal, Veuve Clicquot and Bollinger NV, Special Cuvée.

**Champagne Gift Baskets...**Filled with goodies extraordinaire including Veuve Clicquot Champagne, imported chocolates, sweet biscuits, truffles and champagne flutes.

**Fine Imported Chocolates**...including a wide variety of truffles.

**Fine Imported Cookies**...Including imported Scottish butter biscuits. And distinctive sweet honey and almond flavored baklavas.

**Special Occasion Flower Arrangements**...including long stem roses.

**Exquisite Gift Cards**...designed for special romantic and holiday occasions

**Hand Blown Glass and Fused Glass**...art items have been commissioned from local artisans and will be proudly featured at The Crystal Champagne Connoisseur.

**The Crystal Champagne Connoisseur interior store design** will incorporate tasteful interior lighting techniques and methods with an emphasis on utilizing focused halogen lamp lighting with light prism beams directed on each of the high-end products featured.

**Exquisite Gourmet Food Products** The Crystal Champagne Connoisseur features an expansive variety of domestic and imported cheeses, including Cypress Grove, Humboldt Fog, Sommerdale Double Gloucester, and Vintage Irish Cheddars.

- Russian Caviar products including Caspian Sea Beluga, Osetra, and Sevuga Caviars
- Truffle products include black truffle paste and truffle gift boxes.
- Pates and foie gras include goose and duck foie gras, perigord pate and pate gift boxes

#### **Gourmet food products continued**

- Smoked salmon products and gift baskets with paddlefish caviar, salmon caviar, smoked trout, water crackers, and basil mustards.
- Fine French mustards, imported bottled olive oils, aged balsamic vinegars, appetizer crackers, honeys, amaretto and orange flavored cakes as well.

**Imported Packaged Tea and Coffee** ...will be featured at The Crystal Champagne Connoisseur. The tea and coffee products are imported from Asia, Europe, and South America.

**Baguettes of locally baked French bread**...will be featured as well. Our French bread will be received and sold on a fresh baked daily basis.

## **Project Description**

**The Crystal Champagne Connoisseur is proposed to be a high quality, high-end boutique retail delicatessen. (According to several conversations with Sue Hupp, Costa Mesa Police Department, the Police Department HAS NO OBJECTIONS TO Crystal Champagne Connoisseur). The proposed store will be sited in the south end of Harbor Plaza (southeast corner of Harbor and Adams.) Harbor Plaza contains a mix of retail tenants including a food store specializing in Mediterranean food items. (Fresh Express Market) adjacent to the south of the Plaza exists Pier 1 Imports. Harbor Plaza and the surrounding area have the potential to emerge as “Destination Point” with a distinct international flavor. With the addition of the high-end exclusive Crystal Champagne Connoisseur, Harbor Plaza will finally become a “Destination Point” Plaza, drawing customers from Newport Beach, Irvine, Huntington Beach and Fountain Valley. The city of Costa Mesa will surely benefit from the transformation of Harbor Plaza, both from ascetic and fiscal perspectives (increased sales taxes). The Crystal Champagne Connoisseur will feature expensive, high-end crystal gifts, imported food, wedding planning, including special-order import beverages. The beverage sales are expected to be “low volume” as a ratio of total anticipated store sales and extremely low volume as compared to larger retailers. Many of the products are not available in the city of Costa Mesa (not at Hi Time Cellars and not at Bev Mo). The store will be tastefully illuminated with halogen lamps focusing on the displayed exclusive high quality items as mentioned. The store will also offer wedding and special occasion planning and consultation services including “special ordering” of exclusive items not available in other retail stores. The Crystal Champagne Connoisseur has positioned itself as a valuable asset to the city of Costa Mesa and its citizens. The Crystal Champagne Connoisseur has committed to purchase its “off sale general” type 21 license as a transfer within the city.**

The owner of Crystal Champagne respectfully feels the city residents will benefit based on a finding of "Public Convenience," city fiscal improvement (increased sales taxes) and a definite enhancement to the neighborhood and the city as a whole.

## Public Convenience Report

The Crystal Champagne Connoisseur is located within Census Tract No. 639.02. The tract 639.02 is the tract with the highest population in the city of Costa Mesa. The population totals, 6,688 persons according to the most recent Census data. Tract 639.02 is bounded by the 405 Freeway to the North, Harbor Blvd. On the West, Merrimac to the South and Fairview Blvd. to the East. Of the six existing off sale licenses in the tract, only one is a "Traditional Liquor Store" (Mr. Buck's Liquor) located at Fairview and Baker. Only two "off sale" types are "21" licenses (beer, wine and liquor)...Henry's Market and Mr. Buck's Liquor. The northern 40% of Tract 639.02 population density is best described as "lower density" and "higher density" in the southern 60% (please refer to the attached census map). The city of Costa Mesa has permitted six "off sale" licenses, with five located in the upper 40% of the tract 639.02 (from Baker North to the 405 Freeway) It is felt that this condition has placed the 5000 residents in the southern 60% of the tract in an inconvenient situation. The proposed establishment is to be sited at the Southeast corner of Adams and Harbor Blvd., in the center of the 5000 or so residents. This location is the best and most convenient for citizens residing in the lower 60% of tract 639.02, making a strong argument supporting this store location as the best and only way to serve public convenience.

## Number of on and off sale Licenses Within Tract 639.02

Off Sale

On Sale

|                             |    |   |
|-----------------------------|----|---|
| Number of Licenses Allowed  | 4  | 8 |
| Number of Existing Licenses | 6* | 9 |

Total Population...6,688 Persons

- Of the six total, only two are “off sale general” (beer, wine and liquor) and four are beer and wine. Of the four beer and wine, two are located in automobile service stations. Of the “off sale general”, only one is a traditional liquor store.

Number Of On Any Off Sale Licenses Within Tract 637.02

|                             | Off Sale | On Sale |
|-----------------------------|----------|---------|
| Number of Licenses Allowed  | 4        | 4       |
| Number of Existing Licenses | 8*       | 19      |

Total Population.... 5,592 Persons

- Of the eight total, \_\_\_\_\_ are “off sale general” (beer, wine and liquor) and \_\_\_\_\_ are beer and wine only. Of the “off sale general” \_\_\_\_\_ are traditional liquor stores.

# Legend

## Data Classes

Total Persons

|            |
|------------|
| 0 - 20     |
| 25 - 65    |
| 73 - 135   |
| 135 - 241  |
| 512 - 1152 |

## LEGEND

- TYPE 20 LICENCE
- TYPE 21 LICENCE
- CRYSTAL CHAMPAGNE CONNOISSEUR

TRACT 639.02  
BOUNDARY

EXXON  
MOBIL

HARBOR BLVD.

BAKER

CKS

Mount St.

FAIRVIEW RD.

MERRIMAC

Page 1 of 1

Census Tract 639.02, Orange County, California by Block  
TM-PL001. Total Persons: 2000  
Universe: Total population  
Data Set: Census 2000 Redistricting Data

# Legend

## Data Classes

Total Persons

|            |
|------------|
| 0 - 20     |
| 21 - 65    |
| 66 - 135   |
| 136 - 241  |
| 242 - 1152 |

## LEGEND

- - TYPE 20 LICENCE
- - TYPE 21 LICENCE
- - CRYSTAL CHAMPAGNE CONNOISSEUR

TRACT 639.02  
BOUNDARY

EXXON  
MOBIL

HARBOR BLVD.

ADAMS

TRACT 639.02  
BOUNDARY

CHEVRON

TARGET

HENRYS

BAKER

CKS

FAIRVIEW RD.

HEPRIMAC

Census Tract 639.02, Orange County, California by Block  
TM-PL001. Total Persons: 2000  
Universe: Total population  
Data Set: Census 2000 Redistricting Data



# **CITY OF COSTA MESA**

P.O. BOX 1200 • 77 FAIR DRIVE • CALIFORNIA 92628-1200

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DEVELOPMENT SERVICES DEPARTMENT

**FOR ATTACHMENTS NOT INCLUDED IN THIS REPORT,  
PLEASE CONTACT THE PLANNING DIV. AT (714)754-5245.**